

## **Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

Claim 1 (canceled).

2. (previously presented) The order method of claim 69, wherein said reproduced offer is transmitted by the provider over an electronic channel into said personal terminal.

3. (withdrawn) The order method of claim 2, wherein said electronic channel is a broadcast channel through which a plurality of offers can be distributed in push-mode.

4. (withdrawn) The order method of claim 3, wherein said broadcast channel is a DAB channel.

5. (withdrawn) The order method of claim 3, wherein said broadcast channel is a DVB channel.

6. (withdrawn) The order method of claim 2, wherein said electronic channel uses a mobile radio network.

7. (withdrawn) The order method of claim 6, wherein said offer is transmitted according to the WAP standard over said mobile radio network.

8. (withdrawn) The order method of claim 69, wherein said reproduced offer is transmitted by the provider with an optical reader into said personal terminal.

9. (withdrawn) The order method of claim 2, wherein said electronic channel uses the Internet.

10. (withdrawn) The order method of claim 2, wherein said electronic channel uses a contactless radio interface over which a radio connection at close range can take place.

11. (withdrawn) The order method of claim 2, characterized in that said offer transmitted over an electronic channel can be signed electronically by said provider, so that the terminal can verify the integrity and authenticity of the received offers.

12. (withdrawn) The order method of claim 69, wherein said personal terminal comprises a mobile radio interface with which connections in a mobile radio network can be established.

13. (withdrawn) The order method of claim 69, wherein said personal terminal comprises a radio receiver with which offer data transmitted as program-accompanying data over a broadcast channel can be received.

14. (withdrawn) The order method of claim 69, wherein said personal terminal comprises a contactless interface over which a radio connection at close range can take place.

15. (withdrawn) The order method of claim 14, wherein said interface is a Bluetooth interface.

16. (withdrawn) The order method of claim 69, wherein said offer is reproduced with a LCD.

17. (withdrawn) The order method of claim 69, wherein said offer is reproduced with a VRD device.

18. (withdrawn) The order method of claim 69, wherein the user can select an offer with the eye.

19. (previously presented) The order method of claim 69, wherein the identity of the user is verified on the basis of biometric parameters.

20. (previously presented) The order method of claim 69, wherein said identification module is a chip card.

21. (original) The order method of claim 20, wherein said identification data are stored in a secured area of the chip card.

22. (previously presented) The order method of claim 20, wherein said order program linked with the selected offer is executed by data processing means in said chip card.

23. (original) The order method of claim 22, wherein said order program is an applet.

24. (previously presented) The order method of claim 23, wherein the applet is stored in the chip card during personalization of the chip card.

25. (original) The order method of claim 24, wherein the applet is downloaded over a radio interface.

26. (previously presented) The order method of claim 20, wherein the order parameters are transmitted into said chip card.

27. (original) The order method of claim 26, wherein said transmitted parameters are signed electronically, so that the terminal can verify the integrity and authenticity of these parameters.

28. (previously presented) The order method of claim 26, wherein said order data comprise an ordered quantity.

29. (previously presented) The order method of claim 26, wherein said order data comprise a billing method.

30. (previously presented) The order method of claim 26, wherein said order data comprise a delivery method.

31. (previously presented) The order method of claim 26, wherein said order data comprise a delivery address.

32. (withdrawn) The order method of claim 31, wherein said applet allows the selection of the delivery address from an available directory.

33. (withdrawn) The order method of claim 69, wherein said order data correspond to the user's user identification in a mobile radio network.

34. (withdrawn) The order method of claim 69, wherein said order message is signed on the basis of a certificate available in said identification module.

35. (withdrawn) The order method of claim 69, wherein said order message is encrypted.

36. (withdrawn) The order method of claim 69, wherein said order message is a SMS message.

37. (withdrawn) The order method of claim 69, wherein said order message is a USSD message.

38. (withdrawn) The order method of claim 69, wherein said order message is transmitted through the data channel.

39. (withdrawn) The order method of claim 69, wherein said order message is transmitted according to the WAP standard.

40. (previously presented) The order method of claim 69, wherein: said order message is first transmitted to an operator that has stored said identification data in said identification module, additional user identification data are read in a database managed by said operator, at least part of the contents of said order message is linked with said additional user identification data, the linked data are forwarded on.

41. (withdrawn) The order method of claim 40, wherein the authenticity of the order message is checked by said operator through the electronic signature of the user.

42. (withdrawn) The order method of claim 40, wherein said order message is decrypted by said operator.

43. (original) The order method of claim 40, wherein said order message is transmitted to a provider address read in a provider address database.

44. (withdrawn) The order method of claim 69, wherein the ordered item is billed by said operator.

45. (withdrawn) The order method of claim 44, wherein the amount billed for the ordered item is debited from a prepaid money account in said identification module.

46. (withdrawn) The order method of claim 44, wherein the amount billed for the ordered item is billed with the telecommunication bill of the operator for use of the telecommunication network.

47. (original) The order method of claim 40, wherein said linked data are transmitted over a fixed network to said operator.

48. (original) The order method of claim 47, wherein a plurality of said linked data of a plurality of users are transmitted simultaneously to said provider.

49. (withdrawn) The order method of claim 69, wherein said provider delivers the ordered item over an electronic channel.

50. (withdrawn) The order method of claim 49, wherein said provider checks whether the user's terminal is compatible with the format of the item to be delivered.

51. (withdrawn) The order method of claim 49, wherein said electronic channel uses a mobile radio network.

52. (withdrawn) The order method of claim 49, wherein the ordered item corresponds to musical data.

53. (withdrawn) The order method of claim 52, wherein said musical data are encoded in MP3 format.

54. (withdrawn) The order method of claim 49, wherein the ordered item corresponds to video data.

55. (withdrawn) The order method of claim 54, wherein said video data are encoded in MPEG format.

56. (withdrawn) The order method of claim 49, wherein the ordered item corresponds to software for said terminal and/or for said identification module.

57. (withdrawn) The order method of claim 69, wherein said provider sends the ordered item over a contactless interface at close range.

58. (withdrawn) The order method of claim 57, wherein the ordered item is an admission authorization that is stored in said identification module and transmitted over a contactless interface to an admission-checking device.

59. (withdrawn) The order method of claim 69, wherein said provider sends the ordered item by mail or through a delivery firm.

Claim 60(canceled).

61. (withdrawn) The identification module of claim 70, wherein order parameters are transmitted with the offer, which are used as parameters for the order program.

62. (withdrawn) The identification module of claim 61, wherein said order data comprise the ordered quantity.

63. (withdrawn) The identification module of claim 61, wherein said order data comprise the billing method.

64. (withdrawn) The identification module of claim 61, wherein said order data comprise the delivery method.

65. (withdrawn) The identification module of claim 61, wherein said order data comprise the delivery address.

66. (withdrawn) The identification module of the claim 70, wherein said user identification data correspond to the user's user identification in a mobile radio network.

67. (withdrawn) A system, comprising: a plurality of personal terminals with which the offer of a plurality of providers is reproduced, the personal terminals being connected with an identification module according to claim 70, at least a server that is managed by an operator that determines the identification data in said identification module, said operator managing a database in which additional user identification data not stored in said identification module are stored, so that these additional user identification data are linked with order messages.

68. (withdrawn) The system of claim 67, with a plurality of said servers managed by various operators.

69. (currently amended) An order method for a user ordering at least one product or service of a provider, said method comprising the steps of:

reproducing an offer for the product or service using electronic reproduction means of a personal terminal;

the user selecting the product or service using the personal terminal;

the user terminal transmitting, to a remote server, product data about the selected product or service;

the remote server transmitting, to the user terminal, an order parameter that is connected to the selected offer based on the data about the selected product or service;

executing, in said personal terminal, an order program with which order data can be entered, wherein at least certain order parameters are used for adapting an entry mask displayed by the order program according to the selected offer, wherein adapting said entry mask comprises customizing the number of entry fields to the selected product or service;

the user using the personal terminal for entering the order data into the entry mask, including filling out said fields that are customized to the selected product or service such that said order data is customized to the selected product or service;

determining, from identification data identification data stored in a personal identification module of the personal terminal, user identity data for identifying the user;

linking said entered order data with the user identity data; and

transmitting an order message with said linked data to the provider via said remote server.



70. (previously presented) The identification module for storing the user identification data used in the method of claim 69.

71. (currently amended) A system for a user ordering at least one product or service of a provider, said system comprising:

- means for reproducing an offer for the product or service using electronic reproduction means of a personal terminal;
- means for the user selecting the product or service using the personal terminal;
- means for the user terminal transmitting, to a remote server, product data about the selected product or service;
- means for the remote server transmitting, to the user terminal, an order parameter that is connected to the selected offer based on the data about the selected product or service;
- means for executing, in said personal terminal, an order program with which order data can be entered, wherein at least certain order parameters are used for adapting an entry mask displayed by the order program according to the selected offer, wherein adapting said entry mask comprises customizing the number of entry fields to the selected product or service;
- means for the user entering the order data into the entry mask, wherein said means for entering includes means for filling out said fields that are customized to the selected product or service such that said order data is customized to the selected product or service;
- means for linking said entered order data with user identity identification data stored in a personal identification module of the personal terminal;
- means for the remote server determining, from said identification data, user identity data for identifying the user;
- and

means for transmitting an order message with said linked data to the provider via said remote server.

72. (currently amended) An order method for a user ordering at least one product or service of a provider, said method comprising the steps of:

a provider server transmitting an offer for the product or service using electronic reproduction means of a personal terminal;

the user selecting the product or service using the personal terminal;

the user terminal transmitting, to a remote server, product data about the selected product or service;

the user terminal transmitting, to the remote server, identification data stored in stored in a secured area of a removable personal identification module of the personal terminal;

the remote server determining, from said identification data, user identity data for identifying the user;

the remote server obtaining, from the provider server, an order parameter that is connected to the selected offer based on the data about the selected product or service;

the remote server transmitting, to the user terminal, said order parameter;

executing, in said personal terminal, an order program with which order data can be entered, wherein

at least certain order parameters are used for adapting an entry mask displayed by the order program according to the selected offer, wherein adapting said entry mask comprises customizing the number of entry fields to the selected product or service, and wherein

said order program is stored in the identification module;

the user entering the order data into the entry mask, said entering including filling out said fields that are customized to the selected product or service such that said order data is customized to the selected product or service;

said remote server linking said entered order data with user identification data stored in a secured area of a removable personal identification module of the personal terminal;

said remote server determining, from said identification data, user identity data for identifying the user; and

said remote server transmitting an order message with said linked data to the provider server.

73. (previously presented) The order method of claim 72, wherein said order program is executed by data processing means in said identification module.

74. (new) The order method of claim 69, wherein feedback is provided to said user to ensure that said customized fields are properly filled by the user.

75. (new) The order method of claim 71, wherein means for the user entering the order data into the entry mask provides feedback to said user to ensure that said customized fields are properly filled by the user.

76. (new) The order method of claim 72, wherein feedback is provided to said user to ensure that said customized fields are properly filled by the user.